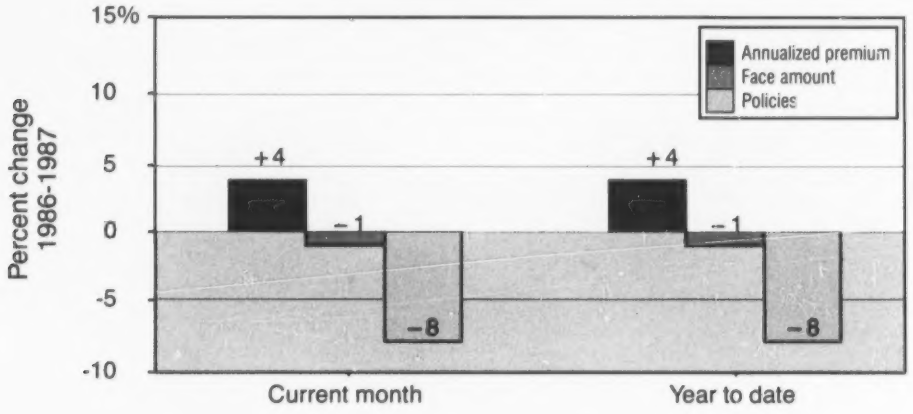
I/R Code 47.40
January 1987

MONTHLY SURVEY OF

LIFE INSURANCE SALES IN THE UNITED STATES

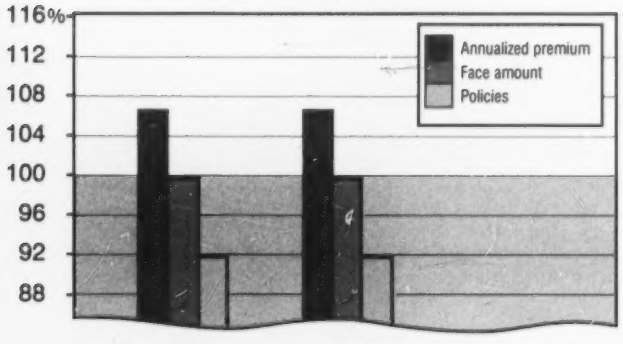
Ordinary Sales

126 Companies



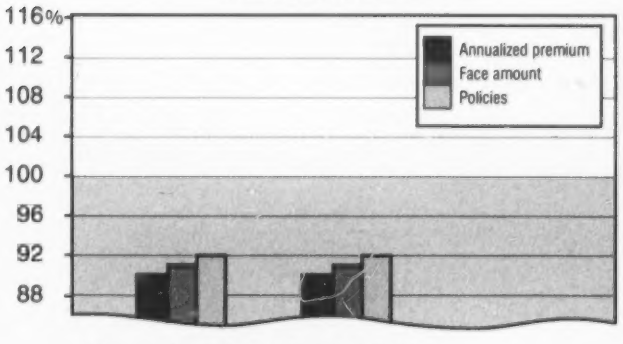
114 Ordinary Companies and Departments

Ratio 1987/1986



22 Home Service Companies and Departments

Ratio 1987/1986



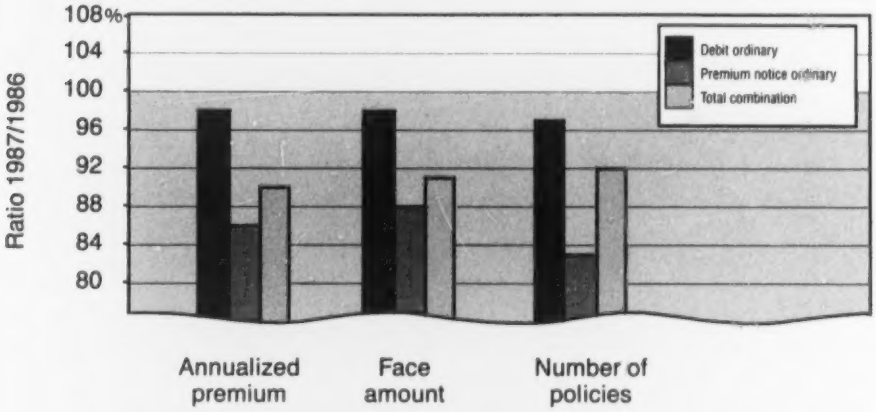
LIMRA INTERNATIONAL

Profit from our research.

Ordinary Sales (cont.)

22 Home Service Companies and Departments

Year to Date

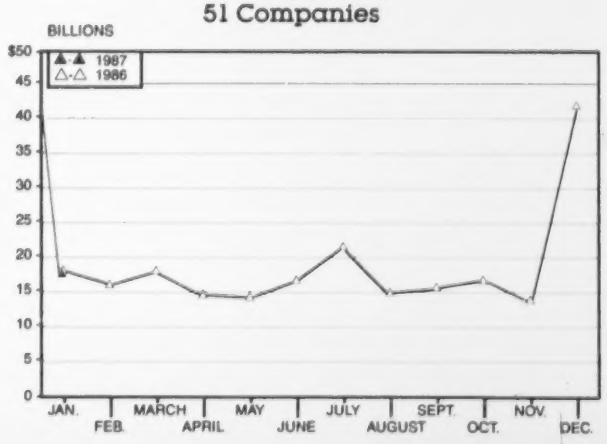


Policy Characteristics – All Companies

		Premium per $1,000	Average size policy	Premium per policy
Debit ordinary	Month	$18.84	$ 8,985	$ 169
	Year to date	$18.84	$ 8,985	$ 169
	Year-to-date ratio	101%	101%	101%
Premium notice ordinary	Month	$12.12	$44,541	$ 540
	Year to date	$12.12	$44,541	$ 540
	Year-to-date ratio	98%	107%	104%
Total home service companies and depts.	Month	$14.04	$20,918	$ 294
	Year to date	$14.04	$20,918	$ 294
	Year-to-date ratio	100%	99%	98%
Total ordinary companies and depts.	Month	$10.87	$93,497	$1,016
	Year to date	$10.87	$93,497	$1,016
	Year-to-date ratio	107%	109%	116%

Group Sales

Face Amount
51 Companies



Annualized Premium
40 Companies